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# AS220 Gallery Budget 1998-1999

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**GALLERY BUDGET 1998-99**

Submitted by Richard Goulis  
May 5, 1998

The purpose of the galleries at AS220 are to demonstrate and uphold the mission of AS220 which is to provide an unjuried, uncensored forum for the work of area artists. The 5 gallery spaces at AS220 show the work of over 100 artists per year. We have recently implemented a touring exchange program with galleries around the country as far as Albuquerque, New Mexico and New Orleans, Louisiana to Worcester, Massachusetts and New Bedford, Massachusetts. The exchange program consists of a travelling exhibit of works from AS220 artists and functions primarily as a tool to increase the awareness of AS220, its programs and artists.

**SALARIES:** This figure includes a full time director making 15,000 and a part time assistant making 5,000. The exchange program and publicity for the gallery would be the main function of the assistant. Of course the work could be broken up in any manner deemed fit by the director.

**PRINTING:** It seems that the gallery needs to start becoming more self-sufficient in management. The gallery perhaps should again do its own mailings and printing. The printing costs could be given to the artists showing for the month. Modern Postcards, a company in California, can print 500 full-color regulation size post cards for \$100.00 per month. I would prefer someone local but where are they? That would be \$25.00 per artist, not an unreasonable fee. Or, we could pay it ourselves of course which would be an unbelievable service to artists and unprecedented. We would be loved forever and ever. There would be of course one or two times a year when we would want to pay for it during the Resident Show for example.

**LIGHTING EQUIPMENT:** Much of the lighting in the galleries is in bad shape. The bulbs we use are substandard and burn out quickly. We are usually saving pennies to lose dollars. There are also areas in the galleries where the lighting options are inadequate. Adding more fixtures that use higher quality halogen bulbs would alleviate much of these problems.

**PAINT / SUPPLIES:** Paint and spackle are always needed. We go through about ten gallons per year of paint, (Sherwin Williams in North Attleboro has the formula for our grey gallery paint). It costs about \$35.00 per five gallons. Spackle, sand paper, tools and hardware for hanging are constantly needing replacement.

**MARKETING RESEARCH:** Although selling artwork is not the main goal of this gallery, we have sold some artwork over the years. The building box is a perfect example of a fundraising tool and an asset of ours which is being overlooked. We could be out there marketing this collection of works as well as the works of artists here at the space. This is partly the goal of the exchange program. More work has to be done to formalize our presentation as we travel around doing these exchange shows. Our promotional video must be running at these shows which means we need a portable vcr / monitor set up. Piles of any printed information regarding our programs / events have to accompany us at all times. Research into what spaces are available to arrange the touring show in has to be kept up. Developing artist in residence programs and visiting artist lecture series could be used to increase visibility.

**MAILING / SHIPPING:** If the gallery needs to put out special mailings or announcements of certain initiatives, monthly shows, calls for entry, shipping work to buyers, or special funds for artists needing shipping assistance, etc.



**ADVERTISING:** Buying ad space in the Phoenix or other publications, gallery guides, Gallery Night dues would be necessary for special occasions and to further announce what we are up to in the gallery. Once or twice a year especially during the Fool's Ball and Resident Show there would be a big push for publicity.

**ENTERTAINMENT:** During openings hire artists to provide music. It might be necessary to take a client out for lunch if they are wanting to buy work.

**COLLECTION:** AS220's position as an exhibition space is secured in the community. There is already an informal aquisition program of works by area artists who have shown here. Formalize an art purchasing or donation program where AS220 begins to aquire works and establishes a collection. A storage space designed for this purpose might need to be leased.

Salaries:	20,000
printing:	1,200
lighting equipment:	1,800
paint / supplies:	500
marketing outreach:	500
mailing / shipping:	500
advertising:	1,000
entertainment:	500
collection:	<u>1,500</u>
<b><u>TOTAL</u></b>	<b><u>27,500</u></b>